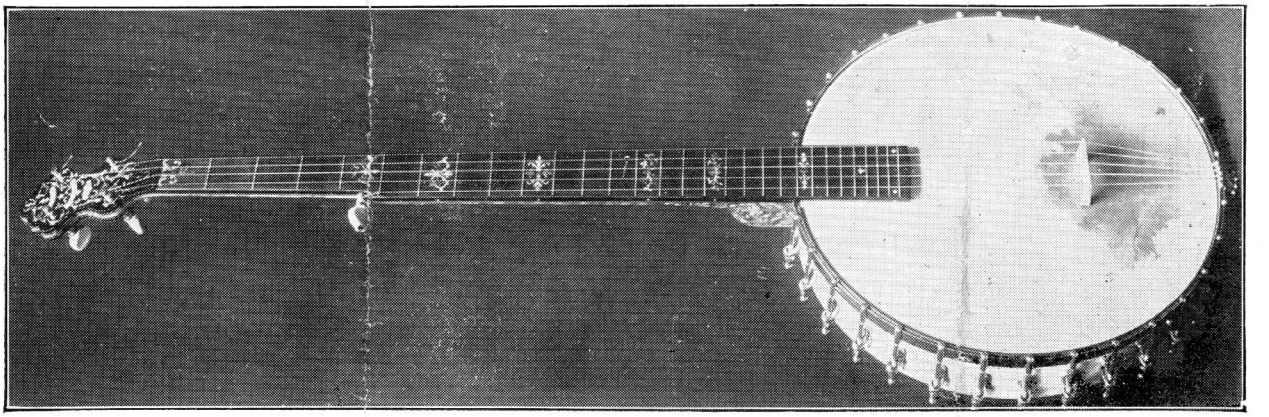


Every good banjo player should have

A New Model Four-Octave Farland Banjo

as it is the ONLY banjo in the market upon which it is possible to play elaborate music satisfactorily.

Mr. Claud C. Rowden remarked when he tried his: "I wouldn't take a thousand dollars for this banjo if I couldn't get another like it." Brent Hayes wrote: "Everyone says it far surpasses my others. They say it sounds like an organ from the front." Mrs. Alice Kellar-Fox says: "Your banjo is the ONLY one that real music lovers will stand for. They usually pronounce other banjos abominable." C. R. Ray, now in Panama, is delighted with the New Model and writes that it is far superior to any other banjo in volume and quality of tone as well as appearance.

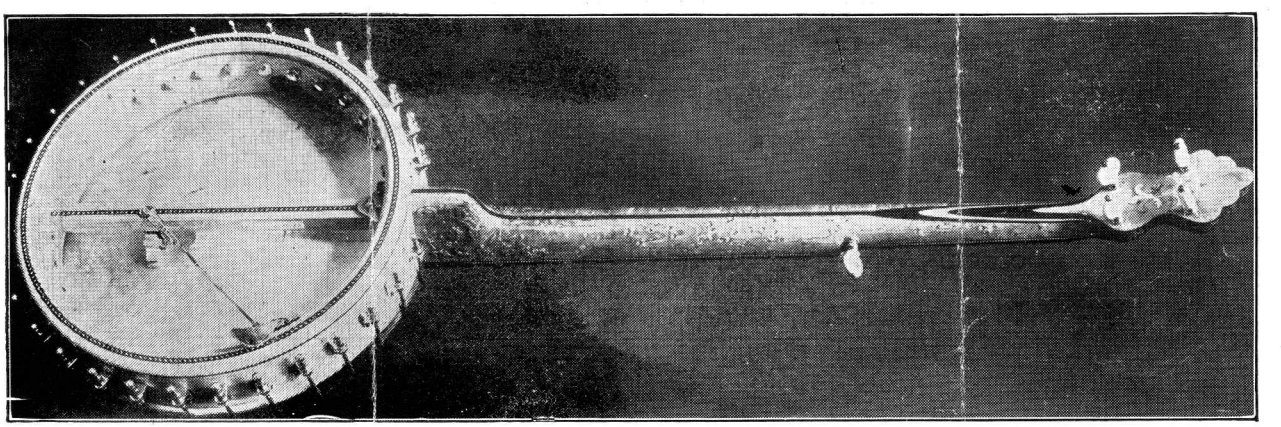
F. Munroe Planque, Francis Potter, Charles R. Frink, C. A. Templeman, Ervin E. Krites, Mrs. H. Goettsche, Lonnie B. Hayes, C. H. Will, W. M. Schooley, Guy G. Jenkins, Ned Pedigo, Lew Golden and literally hundreds of other expert players and teachers concur in the above expressed opinions.

It goes without saying that Mr. Farland uses this model himself as, of course, he cannot afford to jeopardize the big reputation he has sustained for more than 20 years by using anything but the BEST banjo that can be made.

This model is made in the same styles at the same prices as the old model, viz.: "Black Beauty" @ $35.00; "Concert Grand" @ $60.00; "Artists' Grand" @ $85.00, and "Artists' Grand" No. 2 @ $110.00.

Sizes: 11x19; 11½x19½; 12x20, and 12½x20½. Mr. Farland uses the last mentioned.

All are fitted with the new PERMANENT HEAD (see other side) and Farland's Harp Attachment without extra charge.



ANNOUNCEMENT EXTRAORDINARY!

Mr. A. A. Farland has perfected **A Permanent Banjo Head** (Patent applied for) *that is* **Superior to Calf-Skin** *or any other Parchment in every respect* : : : : :

It is POSITIVELY not unfavorably affected by moisture; stands a tension that would break any skin head ever made; is practically non-stretching and seldom has to be tightened; the hoop never has to be drawn below the level of the rim; has a better appearance than skin and will last a lifetime. Best of all, it gives the banjo that long-dreamed-of but NEVER previously attained SUSTAINED TONE; a VERY LOUD clear BANJO tone that rings longer than the tone produced by a skin head, and the tone is ALWAYS THE SAME, rain or shine.

All sorts of contrivances such as air chambers, tubes, sound boxes, etc., etc., have been tried in efforts to give the banjo a more sustained tone; all foredoomed to the FAILURE which followed them because the natural law which governs vibration prevents a substance as light as parchment (i. e., skin banjo heads) from making the WEAKER vibrations of the strings audible to any extent worth mentioning. The INITIAL vibrations of a skin head are strong but owing to its lightness the succeeding vibrations are very weak and this is the reason why the tone of a banjo having such a head dies out so quickly.

A wire string vibrates longer than gut or silk because it is heavier, weighs more, size for size, and to increase the sustaining power of a banjo a more substantial substance than skin (i. e., heavier, denser) MUST be used for the sounding board.

In a long series of wearisome, laborious experiments requiring Edisonian patience and perseverance, Mr. Farland found the BEST material for the purpose and what is perhaps of equal importance, learned how to use it to the best advantage. The result of these experiments is a banjo head having all of the good points mentioned above.

While still in the experimental stage, this head was "tried on the dog" in the shape of violinists, vocalists, pianists, a violin maker and numerous banjo players. Two banjos of the same size, one having a calf-skin and the other a Permanent Head, were played in a room adjoining the one occupied by the auditors, who could not see which banjo was used. In EVERY instance the one having the Permanent Head was pronounced the BEST and the banio players ordered these heads.

Price for any size, $5.00. Five dollars to more than DOUBLE the musical value of your banjo. Five dollars to secure the BEST TONE your banjo is capable of, every day and hour for MANY years. Contrast this with the annoyance and expense which the use of parchment heads entails. Skin banjo heads, costing from $1.50 to $3 each, if kept as tight as they *ought to be* seldom stand the strain more than a few months in dry weather, while in wet weather they have to be tightened so often that one of two things is bound to happen within a couple of WEEKS,—that is, a head will either break or else it will stretch so much that the hoop will be drawn down as far as it will go, after which it is impossible to tighten the head and the player must either put up with a poor tone or put on another head. This means an expense of from $1.50 to $25.00 or more per YEAR, according to the KIND of service required, not to mention the annoyance of frequent tightening and reheading.

The Farland Permanent Banjo Head does away with all such trouble and there need be no expense after the initial outlay of $5.00.

The head comes with the flesh hoop in ready to put on, and this can be done by anyone in a few minutes; no skill or experience required; just ordinary common sense.

In ordering state the EXACT diameter of your RIM, outside measurement, NOT including the straining hoop. As no two banjos are EXACTLY the same size, be careful in measuring.

To secure the best results with this head or any other, use a Farland Pick (25c.), a special bridge (10c.), and heavy gauge strings (15 for $1).

To get the BEST banjo TONE obtainable you MUST have a Farland New Model Banjo, size 12½x20½. Read the other side.

Send orders to A. A. Farland, 358 East Second St., Plainfield, N. J.